Broadcasting Sep 24

Incorporating Broadcasting / Cable — 59th Year 1990

TELEVISION / 36
ABC wins most Emmies; CBS ahead in early returns from week one

CABLE / 43
Showtime Movie Channel to institute rate increases next March

RADIO / 60
DAB, demo-targeting key issues in Boston; Birch summer numbers

WASHINGTON / 77
Commenters square off on FCC's proposed renewal settlement caps

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Vol. 119 No. 13

RTNDA
Journalism's critical mass convenes in California

THIS WEEK

23 / JEOPARDY

Cable regulation legislation appears in trouble, due to the Bush administration's opposition, its continuing controversy on Capitol Hill and time. National Association of Broadcasters throws its political capital elsewhere.

25 / FIN-SYN OPTIONS

A "staff draft" of what will become the FCC's first attempt at crafting new financial interest and syndication rules has begun circulating among the commissioners. It will try to balance the competing interest of the broadcast networks and program producers, and includes a variety of proposals for revamping the rules, including those proffered by the NTIA, the Writer's Guild and Fox Broadcasting.

26 / GOOD HOUSEKEEPING

FCC Chairman Al Sikes said last week that the commission will initiate an "attic-to-basement review of our current regulations in broadcasting" next spring. It is an effort, he said during a gathering of the International Radio and Television Society in New York, that will insure continued "diversity" in the domestic and international broadcasting arenas.

31 / JOURNALISM: STATE OF THE ART

BROADCASTING's special report follows the latest trends in broadcast journalism as news directors look beyond the traditional newscast to best the competition. Among the early solutions: partnerships of broadcast and cable outlets; specialized, viewer-friendly, profit-making programing, and state-of-the-art technology for local and network news operations in radio, broadcast TV and cable.

46 / RTNDA MENU

The expansion of network satellite news feed services and the growing number of broadcast-cable regional news channels are among the major topics to be addressed at this year's Radio-Television News Directors Association international conference and exhibition in San Jose, Calif. (Sept. 24-27). Additionally, NBC plans to officially unveil its 1991 launch of NBC News Channel, its 24-hour news feed service for affiliates. ABC will likely finalize a similar startup plan with its station executives.

Journalism special: Merging technology with talent

48 / THE EMMY GOES TO...

ABC led all entrants with 22 prime time Emmy Awards, although its critically acclaimed *Twin Peaks* received only two statuettes, both in technical categories. (It was the most heavily nominated series with 14.) NBC was second with 18 awards and CBS had 14. Fox, which aired the ceremony, tied the Public Broadcasting Service with nine. Among the cable services, HBO was the big winner, capturing eight of the 10 Emmys given out to that medium.

49 / STRONG START

As it did last year, CBS began this year's television season by getting good sampling for its most heavily promoted Monday night comedies and winning the night. In addition to receiving good numbers for its new series, the network also got record numbers from its returning Monday night shows *Major Dad*, *Murphy Brown* and *Designing Women*. NBC rebounded on Tuesday, however, winning the night; CBS was second, and ABC finished third.

50 / EXPANDED VIEW

WSVN-TV Miami dropped its live, nightly crime report, *Crime Check*, in the wake

of criticism from a coalition of community black leaders. The new program will have a "broader approach," according to news director Patricia Clemm, who denies singling out blacks for coverage.

53 / CABLE RATE HIKE

Effective next March, Showtime and The Movie Channel are increasing their rates, a jump that could raise some affiliate license fees by as much as 10%-11%. The increase will bring Showtime's rate closer to HBO's.

56 / WORLD VIEW

Western Europe remains the prime territory for cable expansion over the next few years, according to a panel of worldwide players at the Eastern Cable Show.

60 / RADIO '90: ABUZZ WITH DAB

The convention talk at Radio 1990 in Boston was focused both on the future—specifically digital audio broadcasting and the prospects it holds for the industry—as well as the present, in the form of the Bush administration's proposed 5% spectrum tax. While some operators realized for the first time that the speculative boom is over, others set their sights on management and programing concerns and how to cope with the changing demographic shifts and consumer trends of the 1990's.

69 / URBAN BOOST IN BIRCH

Urban-formatted stations continue to fare well in major markets, according to the Birch Radio summer survey of the top 10 stations in the top 10 markets.

71 / SLUGGISH SCATTER

Fourth-quarter scatter for the three major broadcast networks is nonexistent, as advertisers wait to see what happens in the Middle East in particular and the economy in general. Some networks may move clients up from November and December to fill gaps in October. Prime time and evening news appear to be dayparts hurting the most.

77 / SETTLING SETTLEMENTS

The two dozen or so comments filed at the FCC on the commission's proposals to modify its policy on settlement agreements and the expedient resolutions of comparative hearing cases, indicate a divided Fifth Estate. Not only were various segments of the broadcast community divided, but some groups, such as the Federal Communications Bar Association, had internal disagreement over the issue.

80 / ANTI-PIRACY TACTICS

As the satellite TV industry attempts to fight signal theft by upgrading

The Emmy winner's (page 48)

BOSTON RADIO 1990

Radio '90 wrapup (page 60)

old and, in some cases, adopting new descrambling hardware, it also has put together a nationwide infrastructure of investigators to fight pirates in the courts. The Anti-Piracy Task Force, meeting at Satellite Broadcasting & Communications Association headquarters last week, began to debate how much it is willing to spend next year to unleash targeted sweeps by a network of former FBI agents against an estimated 5,100 satellite equipment dealers involved in piracy.

82 / CABLE-TELCO REVIEW

Britain's cable television industry and the North American telcos and cable operators that are about to invest billions in its future are being swept into a pending review of British telecommunications policy. The UK government's so-called duopoly review, beginning in November, could be a potential help or hindrance to cable growth.

103 / STEADY AS HE GOES

RTNDA outgoing chairman Tom Bier has been the guiding hand in a year of transition at the association. The WIS-TV news director has helped establish RTNDA president David Bartlett as the voice of news directors, while managing the board and keeping his station number one in the ratings.

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RATINGS ROUNDUP

ABC won the last week of the 52-week broadcast year, snapping NBC's 17-week streak. Although CBS claimed the week's top show with *60 Minutes*, ABC, which finished the season in second, was paced by strong premieres of *America's Funniest Home Videos* (ranked second), *Monday Night Football* (third) and *Doogie Howser, M.D.* (seventh). In fact, the network had six of the top 10 shows for the week, with three of them in the home video vein that proved gold for the network at the end of last season (two *Funniest Video*'s and an *America's Funniest People* spin-off). Two of the top 10 spots went to movies, with ABC's airing of the Clint Eastwood theatrical, "Sudden Impact," and NBC's made-for-TV movie, *Joshua's Heart*, tying for ninth place.

In the ongoing *Cosby* vs. the *Simpsons* match-up, NBC's veteran continued to outpace Bart, Fox's new kid on the block, scoring a 13.9/24 for 15th place, compared to *The Simpson's* 9.8/17 for 45th place. The Emmy awards telecast on Fox ranked 58 for the week, but was still the network's third highest rated show behind *Simpsons* and *Babes* at 49. Other Fox programs occupied the bottom 11 spots for the week.

ABC scored well with its premiere of the critically acclaimed drama, *Gabriel's Fire*, starring James Earl Jones. The program was ranked 13th, with a 14.3/26 for its initial Wednesday 10 p.m. airing. It also ranked 51st for its repeat broadcast the next night.

For the week of Sept. 10-16, ABC averaged an 11.9 rating/21 share, NBC scored a 10.9/19 and CBS averaged a 10.6/19.

For the year, NBC finished first with a 13.1/23 average, ahead of ABC with an 11.5/20 and CBS's 11.1/19. The bad news for NBC is that it lost 8% of its audience from the 1988-89 audience totals, while CBS lost 3% over the same time and ABC only lost 1%.

Week 51 **Sept. 10–Sept. 16**

1st column tells rank, 2nd column tells position compared to last week, ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast, 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	18.4/34	C	60 Minutes
2	▲	18.2/30	A	Amer. Funnjest Videos
3		18.0/32	A	Monday Night Football
4	▼	16.7/28	N	Cheers
5		16.4/26	A	Amer. Funniest People
5	▲	16.4/26	C	Murder, She Wrote
7		15.8/26	A	Amer. Funn. Video:Inside
7	▲	15.8/26	A	Doogie Howser, M.D.
9	▲	15.6/26	A	Movie:Sudden Impact
9	▲	15.6/26	N	Movie:Joshua's Heart
11	■	14.9/27	C	Knots Landing
12		14.3/27	N	Empty Nest
13		14.3/26	A	Gabriel's Fire Spec.
14	▼	14.1/25	N	Unsolved Mysteries
15	▼	13.9/24	N	Cosby
16	▼	13.7/25	N	Golden Girls
17	■	13.6/24	N	Fresh Prince of Bel Air
17	■	13.6/22	A	Head of The Class
19	▲	13.5/23	A	Growing Pains
20	▼	13.4/26	A	Full House
21		13.3/22	N	Wings Pt.1
22		13.2/26	N	Bob Hope: It's Only Me
23	▼	13.1/23	N	Matlock
24		12.8/21	C	Lenny Spec.
25	▲	12.6/21	C	Jake and The Fatman
26	▼	12.4/19	C	Designing Women
26		12.4/20	N	Ferris Bueller Prev.
26	▼	12.4/22	A	Who's The Boss?
29	▼	12.3/21	N	A Different World
29	▼	12.3/19	C	Murphy Brown
31	▲	12.1/22	A	Wonder Years
32	▲	11.9/20	C	48 Hours
33		11.7/22	A	Family Matters
34		11.6/20	C	Rescue:911
35	▲	11.3/21	C	Top Cops
35		11.3/20	C	Uncle Buck Spec.
37	▼	11.1/19	A	Roseanne
38	▼	11.0/22	A	20/20
39		10.7/21	A	Jennings Report:Iraq
40	▲	10.6/20	A	Perfect Strangers
41		10.4/19	N	Law and Order Prev.
42		10.2/17	N	Fanelli Boys
43		10.0/17	C	Family Man Spec.
44	■	9.9/17	C	Movie:E.A.R.T.H. Force
45	▲	9.8/17	F	Simpsons
46	▼	9.6/16	C	Face to Face w C. Chung
47	▼	9.2/17	A	Primetime Live
48	▲	9.1/15	N	My Boyfriend's Back
49	■	9.0/15	F	Babes
49	▲	9.0/16	A	Life Goes On
51		8.9/15	A	Gabriel's Fire Spec.
52		8.8/15	N	Dear John
52		8.8/14	N	Unsolved Mysteries
54	▲	8.5/16	A	Twin Peaks
55		8.4/18	C	College F'ball Primetime
55		8.4/16	N	Wings Pt.2
57		8.3/14	C	Designing Women:Finest
58		8.2/14	F	42 Annual Emmy Awards
59	▼	8.0/15	C	Movie:Roxanne
59		8.0/16	C	Hogan Family
61	▼	6.9/14	A	Father Dowling
61		7.9/15	N	Night Court Spec.
63	▼	7.7/14	A	Macgyver
64		7.5/12	C	Democratic Response
65		7.4/14	A	Young Riders Spec.
66	▼	7.3/13	N	Hunter
67		7.2/14	N	Hull High Prev.
67		7.2/14	N	Midnight Caller
67		7.2/16	N	News Spec: Kids/Sports
70	■	7.1/15	C	Family Man
70		7.1/13	N	Super Bloopers & Jokes
72		6.9/13	C	Tiny Toons Adventure
73		6.8/12	C	National Crime Test
74	▼	6.7/13	N	Quantum Leap
75		6.6/13	A	Fall Preview Spec.
76		6.2/12	C	Mutant Ninja Turtles
77	▼	6.1/12	F	Amer. Most Wanted
78	▼	5.2/10	F	Cops
79	▼	5.1/9	F	Parker Lewis
80	▼	5.0/9	F	DEA
80	▼	5.0/9	F	True Colors
82	▼	4.5/9	F	Totally Hidden Video
83	▼	4.3/8	F	Haywire
84		3.6/6	F	21 Jump Street
85	▲	3.3/6	F	Amer. Chronicles
86	▼	3.0/5	F	Alien Nation
86	▼	3.0/5	F	Glory Days

URBAN STATIONS GAIN IN BIRCH SUMMER SURVEY

Format now holds top slot in four of top 10 markets, comes in second in two others; CHR posts strong gains in Chicago and Dallas-Ft. Worth

The urban format continued to fare well under Birch Radio's call-out retrieval methodology and overall growing audience appeal, as the format claimed victory (adults 12-plus, Monday-Sunday, 6 a.m.-midnight) in four of the top 10 markets. Urban stations finished second in two other markets, and in Los Angeles, Evergreen's urban outlet—KKBT(FM)—continues to make impressive audience gains, pushing the station up to the number-three slot.

Some Birch highlights:

■ In New York, Urban-formatted WRKS(FM) added close to a share point to finish at number one, to outdistance its closest competitor, WQHT(FM), which picked up half a point to finish at 5.8.

■ CHR-formatted KIIS-AM-FM and KPWR(FM) Los Angeles each dropped close to a full point, both of which evidently were picked up by Evergreen's KKBT(FM), which climbed from a 3.9 in the spring survey to a 6.0 in the summer. KLOS(FM) also gained half a point, while talk-formatted KABC(AM) slipped from 5.0 to 4.3.

■ Urban-formatted WGCI(FM) Chicago, which finished on top last survey, finished in second place this time around, largely due to the power of dance-oriented CHR WBBM-FM, which jumped from a 7.1 to a 10.4.

■ Philadelphia urban WUSL(FM) jumped more than a full point to slide into the top slot, while AOR-formatted WMMR(FM) slid into second. Classic rock gained strength as WYSP(FM) jumped from sixth place to third, finishing out the summer with a 7.2.

■ In Dallas, KHYI(FM) appears to be winning the CHR race, gaining more than two points to jump into second place, well ahead of competitor KEGL(FM), which remains mired in eighth with a 4.8. The market leader still is country-formatted KSCS(FM), which finished slightly down but still on top with an 8.9.

■ Washington's Urban-edged CHR-formatted WPGC(FM) continues to hang on to number one with a 10.4, almost four points ahead of it's closest rival, urban-formatted WKYS(FM), which finished with a 6.7. **–REB**

BIRCH'S TOP 10

Station	Format	Spring '90	Summer '90
NEW YORK			
WRKS(FM)	Urban	6.3	7.1
WQHT(FM)	CHR	5.3	5.8
WHTZ(FM)	CHR	5.4	5.5
WBLS(FM)	Urban	5.0	5.2
WNEW-FM	AOR	5.3	5.2
WCBS-FM	Oldies	4.5	4.9
WXRK(FM)	AOR	3.3	4.2
WLTW(FM)	Soft AC	4.0	3.7
WOR(AM)	Talk	3.7	3.7
WPAT-FM	Easy	2.6	3.4
LOS ANGELES			
KIIS-AM-FM	CHR	7.1	6.2
KPWR(FM)	CHR	7.0	6.1
KKBT(FM)	Urban	3.9	6.0
KLOS(FM)	AOR	4.8	5.4
KOST(FM)	Soft AC	5.0	4.8
KROQ-FM	AOR	4.3	4.5
KABC(AM)	Talk	5.0	4.3
KQLZ(FM)	CHR	4.3	4.0
KFWB(AM)	News	2.5	3.3
KTWV(FM)	New AC	3.0	3.2
CHICAGO			
WBBM-FM	CHR	7.1	10.4
WGCI-FM	Urban	10.7	10.2
WGN(AM)	MOR/Talk	7.5	7.8
WCKG(FM)	CR	4.8	5.7
WLUP-FM	AOR	4.9	4.1
WVAZ(FM)	Black/AC	6.6	3.7
WUSN(FM)	Ctry	3.4	4.1
WBBM(AM)	News	4.2	3.9
WKQX(FM)	CHR	3.3	3.4
WXRT(FM)	AOR	4.0	3.3
WYTZ(FM)	CHR	3.4	3.3
SAN FRANCISCO/SAN JOSE			
KMEL(FM)	CHR	8.4	9.1
KGO(AM)	N/T	6.6	6.8
KRQR(FM)	AOR	3.6	4.5
KNBR(AM)	AC	2.4	4.2
KITS(FM)	Rock	2.9	3.8
KSOL(FM)	Urban	3.8	3.8
KCBS(AM)	News	4.3	3.5
KIOI(FM)	AC	3.9	3.3
KSFO(AM)	CR	1.9	3.1
KFRC(AM)	Nost.	2.8	2.8
PHILADELPHIA			
WUSL(FM)	Urban	9.0	10.3
WMMR(FM)	AOR	9.1	8.2
WYSP(FM)	CR	5.5	7.2
WIOQ(FM)	CHR	7.6	7.0
WEGX(FM)	CHR	5.9	6.4
WPEN(AM)	Nost.	4.2	5.4
KYW(AM)	News	7.2	5.0
WDAS-FM	Urban	4.4	4.7
WXTU(FM)	Ctry	4.0	4.3
WMGK(FM)	AC	3.2	3.8
DETROIT			
WJLB(FM)	Urban	9.6	10.1
WJR(AM)	AC-N/T	7.6	7.5
WHYT(FM)	CHR	7.1	7.2
WDFX(FM)	CHR	5.2	5.9
WLLZ(FM)	AOR	4.8	5.1
WRIF(FM)	AOR	4.1	5.1
WJZZ(FM)	Jazz	5.0	4.8
WWWW(FM)	Ctry	4.5	4.7
WNIC(FM)	AC	4.2	4.1
WWJ(AM)	News	4.0	3.8
DALLAS-FT. WORTH			
KSCS(FM)	Ctry	9.3	8.9
KHYI(FM)	CHR	5.0	7.1
KKDA-FM	Urban	7.0	7.0
KTXQ(FM)	AOR	5.9	6.6
KPLX(FM)	Ctry	6.9	6.5
KVIL-AM-FM	AC	6.5	6.4
KJMZ(FM)	Urban	6.0	6.0
KEGL(FM)	CHR	5.1	4.8
WBAP(AM)	Ctry	3.9	4.4
KDGE(FM)	AOR	1.6	3.5
BOSTON			
WZOU(FM)	CHR	9.9	9.7
WXKS-FM	CHR	8.7	8.4
WBCN(FM)	AOR	6.3	7.3
WRKO(AM)	Talk	5.8	6.9
WBZ(AM)	AC	5.1	5.1
WZLX(FM)	CR	3.5	5.0
WODS(FM)	Oldies	3.6	4.4
WJIB(FM)	Easy	3.4	3.7
WAAF(FM)	CHR	3.4	3.3
WHDH(AM)	AC	4.4	3.2
WASHINGTON			
WPGC-FM	CHR	10.7	10.4
WKYS(FM)	Urban	6.2	6.7
WMZQ-AM-FM	Ctry	5.8	6.2
WAVA(FM)	CHR	5.7	5.5
WGAY(FM)	Easy	4.5	4.9
WHUR(FM)	Urban	4.1	4.3
WMAL(AM)	AC	4.5	4.3
WWDC-FM	AOR	4.5	4.2
WCXR(FM)	CR	4.6	4.1
WRQX(FM)	CHR	3.9	3.9
HOUSTON			
KMJQ(FM)	Urban	9.9	9.9
KIKK-FM	Ctry	9.7	8.1
KLOL(FM)	AOR	8.0	8.0
KILT-FM	Ctry	7.8	7.4
KKBQ-AM-FM	CHR	5.6	5.2
*KHMX(FM)	Mix	3.0	4.2
KLDE(FM)	Oldies	2.4	4.2
KHYS(FM)	Urban	4.2	4.1
KRBE-FM	CHR	4.5	4.1
KTRH(AM)	News	3.6	4.1

Note: CR: Classic rock

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WIOA(FM) San Juan, WIOB(FM) Mayaguez and WIOC-FM Ponce, all Puerto Rico ■ Sold by Radio Americas Corp. to Alfred R. De Arellano III for $3.79 million. Total is due in cash at closing. Stations went on air in March 1961, October 1947 and January 1970, respectively. **Seller** is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, and has interest in Estereotempo Inc., licensee of WQBS(AM) San Juan; WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico. Gloria M.R. De Arellano and Josefina Z.R. De Arellano are sisters of Alfred De Arellano III; all are children of Alfredo R. and Esther R. De Arellano Jr., who own Telecino Inc., licensee of WORA-TV Mayaguez, P.R. **Buyer** has interest in Estereotempo Inc. WIOA(FM) has adult contemporary format on 99.1 mhz with 32 kw and antenna 977 feet above average terrain. WIOB(FM) has ballads format on 97.5 mhz with 25 kw and antenna 990 feet above average terrain. WIOC(FM) has ballads format on 105.1 mhz with 9 kw and antenna 150 feet below average terrain.

WBVE(FM) Hamilton, Ohio (Cincinati) ■ Sold by Reams Broadcasting Corp. to LC Communications Group Ltd. for $3.2 million. Station was acquired in November 1986 for $4.5 million. Earlier sale to Entertainment Communications Inc. (Entercom) for $5.85 million ("Changing Hands," Nov. 6) fell through. **Seller** is headed by Frazer Reams and also owns WCWA(AM)-WIOT(FM) Toledo, Ohio. **Buyer** is headed by Lewis Gibbs, Vince Frugé, Gary Martin and Michael Kromirs. WBVE(FM) has C&W format on 96.5 mhz with 19.5 kw with antenna 810 feet above average terrain. *Broker: Gary Stevens.*

WQBS(AM) San Juan, WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico ■ Sold by Estereotempo Inc. to Alfred R. De Arellano III for $900,000 (see WIOC-FM Ponce, P.R., item above). Sale is transfer of shares within company. Price includes $700,000 cash at closing and transfer stock certificates from Ponce Land Inc. WQBS and WORA went on air in March 1961 and Oct. 1947, respectively. WPRP was acquired in 1956. **Seller** is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, who have interest in Radio Americas Corp., licensee of WQBS(AM) San Juan; WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico, respectively. **Buyer** has interest in Radio Americas Corp. WQBS is fulltimer with Spanish pop format on 630 khz with 5 kw. WORA is fulltimer with Spanish pop format on 760 khz with 5 kw. WPRP is fulltimer with Spanish pop format on 910 khz with 5 kw.

WJTL(FM) Lancaster, Pa. ■ Sold by Joy Public Broadcasting Corp. to Creative Ministries Inc. for $500,000. Price includes $200,000 cash at closing and $300,000 promissory note payable in five years. Station went on in August 1984. **Seller** is headed by Lowell Bush, Mary Lou Denbleyker, Joyce Bush and George Douglas, and is licensee of WJTY(FM) Lancaster, Wis.; KJTY(FM) Topeka, Kans.; WJTL(FM) Lancaster, Pa., and WJTG(FM) Fort Valley, Ga. **Buyer** is headed by Timothy N. and Cheryl Landis, John Smucker, Paul K. Logson and Harry L. Thomas Jr., and has no other broadcast interests. WJTL(FM) has contemporary Christian format on 90.3 mhz with 4.7 kw and antenna 198 feet above average terrain.

WKDR(AM) Plattsburgh, N.Y. ■ Sold by Walter J. Jakubowski to Hometown Broadcasting Inc. for $287,500. Total is due in cash at closing. Station was acquired in August 1986 for $194,000. **Seller** has no other broadcast interests. **Buyer** is headed by Mark C. Johnson, Louis A. Manno, Christopher Santee, Herbert Bloomenthal, Ray Pecor, Anthony Virga, James Condon, Robert Swanson, Robert McGill, Peter C. Johnson and Kevin Ohl, and has no other broadcast interests. WKDR is daytimer with talk format on 1070 khz with 5 kw.

For other proposed and approved sales see "For the Record," page 84.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$2,304,682** □ **14**
FM's □ **$8,538,000** □ **10**
AM-FM's □ **$162,148** □ **1**
TV's □ **$000,000** □ **0**
Total □ **$11,004,830** □ **25**

Year to Date:

AM's □ **$84,790,759** □ **208**
FM's □ **$400,028,062** □ **196**
AM-FM's □ **$335,084,346** □ **172**
TV's □ **$765,191,900** □ **77**
Total □ **$1,577,195,067** □ **665**

For 1989 total see Feb. 5, 1990 BROADCASTING.

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Sep 19	Closing Wed Sep 12	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
N	(BLC) A.H. Belo	34 3/8	34 3/8		00.00	29	668
N	(AFL) American Family	14 1/2	15 5/8	– 1 1/8	– 07.20	11	1,179
O	(ACCMA) Assoc. Comm.	19 1/4	20	– 3/4	– 03.75	60	359
N	(CCN) Chris-Craft	26 1/8	26 3/8	– 1/4	– 00.94		653
O	(DUCO) Durham Corp.	27	27		00.00	15	228
N	(GCI) Gannett Co.	33 1/8	34 3/8	– 1 1/4	– 03.63	13	5,234
N	(GE) General Electric	56 1/8	62	– 5 7/8	– 09.47	12	50,352
O	(GACC) Great American	2 1/4	3	– 3/4	– 25.00		79
A	(HTG) Heritage Media	3 5/8	3 3/8	1/4	07.40	-8	163
N	(JP) Jefferson-Pilot	37 1/2	38 5/8	– 1 1/8	– 02.91	9	1,378
N	(LEE) Lee Enterprises	22	22 3/8	– 3/8	– 01.67	12	525
N	(LC) Liberty	45	48	– 3	– 06.25	10	384
N	(MHP) McGraw-Hill	47 1/8	49	– 1 7/8	– 03.82	117	2,294
A	(MEGA) Media General	22 3/8	23 3/8	– 1	– 04.27	32	578
N	(MDP) Meredith Corp.	23 3/4	24 3/8	– 5/8	– 02.56	14	436
O	(MMEDC) Multimedia	62 1/8	62	1/8	00.20	18	702
A	(NYTA) New York Times	18 3/8	19 5/8	– 1 1/4	– 06.36	6	1,400
N	(NWS) News Corp. Ltd.	17 1/2	18 3/4	– 1 1/4	– 06.66	11	4,698
O	(PARC) Park Commun.	16 3/8	17 1/4	– 7/8	– 05.07	17	338
O	(PLTZ) Pulitzer Pub.	21 1/2	23 1/4	– 1 3/4	– 07.52	8	225
O	(RTRSY) Reuters	43 1/2	47 7/8	– 4 3/8	– 09.13	20	18,752
O	(STAUF) Stauffer Comm.	135	135		– 00.00	48	144
N	(TMC) Times Mirror	25 3/8	25 1/4	1/8	00.49	13	3,261
O	(TMCI) TM Commun.	1/8	1/8		00.00	-1	
N	(TRB) Tribune Co.	7 3/4	38 3/4	–31	– 80.00	2	512
A	(TBSA) Turner Bcstg.'A'	12 3/4	12 3/4		00.00	-35	633
A	(TBSB) Turner Bcstg.'B'	13 1/8	13	1/8	00.96	-36	353
N	(WPO) Washington Post	233	240 1/8	– 7 1/8	– 02.96	15	2,846

CABLE

		Closing Wed Sep 19	Closing Wed Sep 12	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
A	(ATN) Acton Corp.	7	7 1/2	– 1/2	– 06.66	25	10
O	(ATCMA) ATC	30 1/2	30 1/4	1/4	00.82	31	3,325
A	(CVC) Cablevision Sys.'A'	14 3/4	16 3/4	– 2	– 11.94	-1	327
A	(CTY) Century Comm.	5 5/8	6 1/4	– 5/8	– 10.00	-5	367
O	(CMCSA) Comcast	11 3/8	11 1/4	1/8	01.11	-8	1,283
A	(FAL) Falcon Cable	13 5/8	12 7/8	3/4	05.82	-13	87
O	(JOIN) Jones Intercable	6 1/2	7 1/2	– 1	– 13.33	-3	81
N	(KRI) Knight-Ridder	42 3/8	43 3/8	– 1	– 02.30	12	2,132
T	(RCI.A) Rogers'A'	9 7/8	10 1/2	– 5/8	– 06.00	-17	349
T	(RCI.B) Rogers'B'	6 7/8	6 7/8		00.00	-12	568
O	(TCAT) TCA Cable TV	12	12 1/4	– 1/4	– 02.04	40	290
O	(TCOMA) TCI	11 1/8	10 7/8	1/4	02.29	-14	3,961
N	(TWX) Time Warner	77 5/8	79 1/4	– 1 5/8	– 02.05	-5	4,462
O	(UAECA) United Art.'A'	12 7/8	11 7/8	1	08.42	-12	1,797
O	(UAECB) United Art.'B'	12 7/8	12	7/8	07.29	-12	860
A	(VIA) Viacom	19 3/4	18 3/4	1	05.33	-20	2,107
	Standard & Poor's 400		374.05	381.96	-7.91	-2.1	

NABET MEETING WITH AFL-CIO OVER NBC

The National Association of Broadcast Employes and Technicians will meet with the AFL-CIO today (Sept. 24) to discuss the labor dispute between NABET and General Electric-owned NBC. Last month, the network implemented its final offer after the union had twice rejected earlier ones.

In a letter to AFL-CIO President Lane Kirkland, NABET International President James Nolan said that NABET has decided to "utilize, for the present, the AFL-CIO sanctioned 'Inside Game' workplace strategies, preferring to remain on the job rather than strike." Nolan also told Kirkland that NABET is planning a nationwide boycott of NBC, GE, the sponsors who advertise on NBC and their affiliates. NBC does not appear worried.

An AFL-CIO spokesperson said that no formal request for a boycott had been received yet. That may be discussed when NABET meets with the AFL-CIO's dispute committee today. Any boycott probably would not get underway until a decision is reached by the National Labor Relations Board on the unfair labor practice charge that NABET filed, and that decision is not expected until October.

The union also says that the network's offer destroys "jurisdictional guidelines" and puts the jobs of the 12 bargaining units in jeopardy. The Union said that it also wants to substantially increase the number of daily hires to levels far exceeding its competition while paying them at a reduced rate. NBC has 2,373 NABET members.

TV ADVERTISING BY CAR MAKERS: 1ST HALF 1990

Company	*Network*	*% chg*	*Station*	*% chg*
General Motors	$266,274,500	12%	$167,553,200	
Ford	$115,037,400	-4%	$83,117,900	-11%
Chrysler	$123,419,000	43%	$65,080,800	-24%
Toyota	$73,178,000	82%	$89,211,900	36%
Nissan	$75,866,600	236%	$49,790,400	-11%
Honda	$53,572,700	31%	$39,465,600	-4%
Mazda	$34,321,200	77%	$35,868,000	10%
Hyundai	$13,691,300	-49%	$31,432,600	15%
Mitsubishi	$25,910,100	43%	$14,944,100	-14%
Volkswagen	$17,509,500	-15%	$17,930,200	5%
Total	$864,557,000	21%	$640,212,900	-5%

Network television advertising by automobile manufacturers rose 21%, to $865 million in the first half of 1990, while station spending fell 5%, to $640 million. The totals were reported last week by the Television Bureau of Advertising and are based on commercial monitoring and estimated revenue figures compiled by Arbitron's Broadcast Advertisers Reports.

Stations were also hurt by a 17% decline in auto dealership advertising, to $144 million, according to TVB. The above chart shows that network comparisons to the first half of 1989 were better than station comparisons for all but two auto manufacturers, Hyundai and Volkswagen. TVB President James Joyella said in a statement: "Dealers fund their advertising through co-op plans with the factories based on the number of cars sold. When sales are down (as they are now) the advertising dollars are simply not there."

headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively (see WQBS[AM] San Juan, PR). Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WIOB-FM Mayaguez, PR** (BTCH900829HC; 97.5 mhz; 25 kw; ant. 990 ft.)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. and Glorycap Investment Fund Inc. to alfred R. De Arellano III for $3.79 million. Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WPRP(AM) Ponce, PR** (BTC900829EE; 910 khz; 5 kw-U)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for $900,000 (sale includes WORA[AM] Mayaguez and WPRP[AM] Ponce, both Puerto Rico). Seller is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively (see WQBS[AM] San Juan, PR). Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WIOC-FM Ponce, PR** (BTCH900829HD; 105.1 mhz; 9 kw; ant. -150 ft.)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for $3.79 million. Seller is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WQBS(AM) San Juan, PR** (AM; BTC900829EC; 630 khz; 5 kw-U)—Seeks assignment of license from Glorycap Investment Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for $900,000 (sale includes WORA[AM] Mayaguez and WPRP[AM] Ponce, both Puerto Rico). Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively, and has interest in Estereotempo Inc., licensee of WIOA(FM) San Juan; WIOB(FM) Mayaguez and WIOC(FM) Ponce, all Puerto Rico; Radio Americas Corp., licensee of WQBS(AM) San Juan; WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico. Gloria M.R. De Arellano and Josefina Z.R. De Arellano are sisters of Alfred De Arellano III, all are children of Alfredo R. and Esther R. De Arellano Jr., who own all issued and outstanding stock of Telecino Inc., licensee of WORA-TV Mayaguez, PR. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WIOA(FM) San Juan, PR** (BTCH900829HB; 99.9 mhz; 32 kw; ant. 180 ft.)—Seeks assignment of license from Glorycap Investment Fund Inc. to Alfred R. De Arellano III for $3.79 million. Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **KSMX(AM) Walla Walla, WA** (BTC900831EA; 1320 khz; 1 kw-D)—Seeks assignment of license from KMEX Inc. to Ralph and Cheryl Broetje and Barry and Maria Delaluz Jenkins, for undisclosed price. Seller is headed by Barry and Maria Jenkins and Ralph and Cheryl Broetje. Buyers have no other broadcast interests. Filed Aug. 31.

Actions

■ **KLIQ(FM) Shingle Springs, CA** (BALH900712HE; 102.1 mhz; 9.70 kw; ant. 564 ft.)—Dismissed app. of assignment of license from Lobster Communications Corp. to Olympic Broadcasters Inc. for $400,000. Seller is headed by W. Richard Green, John R. McRae and Donna M. Crosson, and has no other broadcast interests. Buyer is headed by Douglas D. Kahle and William E. Boeing Jr., who each own 24.5% of Lobster Communications Corp., and has interest in WBRI(AM) Indianapolis and WXIR(FM) Plainfield, both Indiana; WFIA(AM)-WXLN(FM) Louisville, KY; WABS(AM) Arlington, VA, and KFIA(AM) Carmichael and KQNC(FM) Quincy, both California. Action Aug. 31.

■ **WNUE(AM) Fort Walton Beach, FL** (BAL900417EB; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Smith Radio Inc. to Jerry D. Braswell and H.C. and Carolyn M. Van Buskirk, husband and wife, for $10,000. Seller is headed by Elizabeth Jones Smith. Smith Radio is subsidiary of Smith Broadcasting Inc., which is parent of SJK Inc., licensee of WAAY(AM) Huntsville, AL, and Rocket Television Inc., licensee of WAAY(TV) Huntsville, AL. Buyers have no other broadcast interests. Action Aug. 30.

■ **WELE(AM) Ormond Beach, FL** (BTC900719EA; 1380 khz; 5 kw-D, 2.5-N)—Granted app. of assignment of license from Wings Communications Inc. to Wings Communications Inc. for $175,000. Seller is headed by Douglas Wilhite. Buyer is headed by Douglas Whilhite, who is GM and owns 50% of Wings Radio Co., licensee of WSSA(AM) Morrow, GA. Action Aug. 31.

■ **WBTR-FM Carrollton, GA** (BALH900702GJ; 92.1 mhz; 580 W; ant. 635 ft.)—Granted app. of assignment of license from Carroll County Media Inc. to Reliance Broadcasting Inc. for $1.115 million. Seller is headed by Dallas M. Tarkenton, who has interest in Tarkenton Broadcasting Co., licensee of WJGA(FM) Jackson, Ga. Buyer is headed by Sheldon and Paula Davis, Jeffrey Davis, F.J. Damewood III and Kenneth L. Bazzle, and has no other broadcast interests. Action Aug. 29.

■ **WYZQ(AM) Hazard, KY** (BTC891026EG; 1560 khz; 1 kw-D)—Granted app. of license from Donald J. Toler to John Earl Edwards to for $97,500. Seller has no other broadcast interests. Buyer is headed by John Earl Edwards, Colin Kelly Cox and Kenneth R. Finnission and has no other broadcast interests. Action Aug. 30.

■ **WKLA-AM-FM Ludington, MI** (AM: BAL900712HF; 1450 khz; 1 kw-D, 250 w-N; FM: BALH900712HG; 106.3 mhz; 3 kw; ant. 298 ft.)—Granted app. of assignment of license from WKLA Inc. to Chickering Associates Inc. for $450,000. Seller is headed by R. Thomas and Ann Plank, husband and wife, and has no other broadcast interests. Buyer is headed by John E. Chickering and has no other broadcast interests. Action Sept. 4.

■ **KQAQ(AM) Austin, MN** (BTC900703EA; 970 khz; 5 kw-D, 500 w-N)—Granted app. of assignment of license from S&D Broadcasting to James R. Anderson for $345,000. Seller is headed by Steven J. Potter, Darrell Solberg, Larry W. Edwards and James W. Hall. Solberg has interest in WNNO-AM-FM Wisconsin Dells, WI. Edwards has interest in WMT-AM-FM

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.